

# DE LAND SPECIAL

RESORTS AND REALTY ADVERTISER

FEATURING VOLUSIA COUNTY EXCLUSIVELY

WINTER, 1926-1927

IT'S NATURAL ATTRACTIONS

## DE LAND "THE HOSTESS CITY"

(By Frank Whitman)

This is a real "hostess city," with the house in order for some sort of entertainment, no matter what the season. There is a fine hospitality in the air of the people, places to play at which you are welcome, resting spots in the glorious Florida sunshine, or in the shade if you prefer. Really wonderful trees provide the latter. Some of the county's most representative people are here right now—you meet them by the dozens—and to say that they are enjoying themselves would be about the mildest term one could use. Stetson University is one of our greatest man-made exhibits, although it has natural embellishments of the most fascinating kind. The grounds, the campus, the ornamentals—all show exquisite care. The chimes of Elizabeth Hall call sweetly, and the quiet air of a national seat of learning, such as it is, is as impressive as anything conceivable. There are, of course, all the college activities—entertainments, theatricals, athletics for both young ladies and young men, musical and glee clubs, and the rest of the things that go to make up an ideal college life. Stetson is an institution, a classic, and its setting would suggest just these.

The climate of DeLand admits of many things best enjoyed in the great outdoors and we believe we have exercised a lot of ingenuity in providing places for games of many kinds. Chess, checkers, quoits, "barnyard golf," tennis, roque—are many of the things provided for those who feel the urge of a desire to do something while here. We have a big band of musicians that give tri-weekly concerts, and it is made up of quite a few soloists of national repute. The musical feasts are open air concerts and have been considered pleasant affairs in the life of our visitors. They are always well attended. You need not be among "the socially elect" to mingle with the people of DeLand. They will be among the first to extend the right hand of fellowship. The churches, twelve of them, will be glad to offer you spiritual comforts. A number of lodges and secret orders are here, and there is real activity among them.

The DeLand Anglers' Club is composed of those piscatorially inclined. The membership is a large one and they meet occasionally—when they can spare the time from their fishing. This is a great fishing country. Ask anybody. The DeLand Gun Club holds regular trap shoots, the season this time is from Dec. 1 to Jan. 5. A short one (for Florida) but we are determined here to give both our game and fish a chance to propagate for this and the coming generations. We have had a two year closed period and this season should certainly be good among the birds.

There are in DeLand two of the finest golf courses in the south. The older of the two is the College Arms, and it lies less than ten minutes' walk from the business center. There are 18 holes, lying in the finest imaginable terrain, and the season always calls for quite a few big professional games. D. E. Miner is the professional-in-charge. The DeLand Country club is our second course. It is a new one but in splendid playing condition. There is a very attractive clubhouse, setting high on a hill among other hills. We have inter-sectional matches with clubs from adjoining counties which adds to the interest of the great Scotch game in this section generally.

Your entertainment while here in DeLand is our first consideration. We want you to know that there is true hospitality among our people. There are forty-eight hotels, apartment and rooming houses—and remember this: DeLand will take care of you. The welcome sign is hung out all over the city. We have five trunk highways—leading to three wonderful springs, through the fruit and vegetable growing sections and to the beaches of the Atlantic. The deep hammocks along the St. James river are interesting things to visit. A number of prehistoric shell mounds exist in them, and occasional arrow heads and implements betraying Indian handiwork can be found. This section is Florida at its best—in its beauty, its modernity, its hospitality.

## Volusia County For Homesites or For Investments

What makes any town desirable as a place of residence?

- (1) Health.
- (2) High Class Citizenship.
- (3) Future Prospects.

### HEALTH

A town may have every other advantage in the world, yet if it be lacking in health it will lose out in the race for popularity and prestige. A careful study will show that in most cases of town failure, bad health conditions were the chief cause. Some towns claim that while they are not making any progress, nevertheless they are not losing. This is a false premise for in a section where the total population shows a marked increase these towns which merely hold their own, are in reality going backward.

Health is, therefore, the supreme requirement. No one questions the truth of this statement.

This section has long been considered an ideal resort for summer as well as winter. The high elevation, nearness to the ocean and gulf breezes, together with the sandy soil make conditions ideal from the health standpoint.

The home seekers who select Volusia county for their permanent residence will make no mistake.

### HIGH CLASS CITIZENSHIP

High class citizenship isn't an accident, but results from adherence to the best ideals in civic, social and religious life. Towns are like boys—start them right and it is comparatively easy to keep them that way. DeLand and the other towns in Volusia county started right. The appeal has always been to the higher classes, and as a result it has attracted men and women of superior character. There is nothing unusual in this; in fact, it was what might be normally expected.

Towns are merely an aggregation of men and women, and the towns are good or bad according to the preponderance of either class. But the starting right in civic life is only half the battle. The keeping of the towns at par with the best citizenship ideals is what counts in the long run. Catering to undesirable classes is what works damage to the reputation of communities. Good citizenship is based on high regard for law and order. This is supremely essential. In this particular Volusia has made an excellent record largely because the people at-

tracted to this county have been of the law-observing type.

The casual visitor is impressed with our churches, both as regards their size, architecture and manifest influence. Strong churches command high pulpit ability which in turn assures large congregations.

Stetson University, one of the largest educational institutions of the south, exerts a tremendous influence for good in the propagation of the best ideals of citizenship.

A high level of citizenship encourages judges and office holders to do their best in the execution of law and the performance of their official duties. Judges are human; they are like the rest of men. They like to have the approval of them they serve and know they will get it if they do what is right. Where public sentiment is right, our political office-holders are willing to go as far as public sentiment will permit. Few care to go much in advance of it. Hence the need for a virile responsive citizenship.

Good citizenship breeds contentment, civic pride and sincerity. It is almost as essential as the air we breathe. Without it we are kept on the defensive; with it we may challenge the world. Good citizenship is not bought and sold as merchandise, but is an evolution of political ethics wrought in the life of the commonwealth.

### FUTURE PROSPECTS

Whether buying for investment or for a home the careful investor will consider the question of future prospects. No one wants to hook up with a losing proposition. The town may have made a good record in the past which may be partly nullified by commercial and political changes. Cities which depend on the payrolls of a few big manufacturing concerns for their prosperity sometimes get a backset when a few big failures follow one after another.

Volusia county is not so situated that a few big failures would unsettle business to a dangerous extent. The county has a number of big plants whose failure would cause a set back, but nothing that would halt the onward progress of this section.

Daytona, Ormond and New Smyrna are progressive and popular towns. DeLand is an old, established town. It is a practically finished proposition. It is self-contained and self-centered. It has won its present high position by strict adherence to conservative methods. The wild, speculative mania that swept over the state last year was almost wholly missing here. The banks as well as the larger property holders

discouraged wholesale inflation with the result that what little deflation had to be done caused little inconvenience and loss.

### ATTENTION!

#### BANKERS AND DEVELOPERS

Bankers and investors who have real money to put out are invited to give Volusia county special consideration at this time.

There are 1,300 bank directors in Philadelphia, all of whom will get a copy of this paper. We know you are busy men, but nevertheless think it will pay you to give us the once-over at least. We have two reasons for asking this:

First, some of your depositors may come to you for advice on making investments in Florida. Are you prepared to give them the advice they want? You know the difference between a solid investment of intrinsic worth, and one based on speculative manipulation. The attitude of the State of Florida on the question of sane financing is shown in the fact that the state is clear of debt.

On another page in this issue may be found a statement of the resources of the 11 banks in this county. Pretty good for a county having a population of about 42,000.

Second, we are sending this general invitation because we believe many of you will want to make personal investments yourself, after you learn the true condition of affairs. Perhaps some of you are already investors in Florida securities of one form or another. If you have been successful in your investments we feel sure you will have a friendly feeling toward Florida. If you have been unsuccessful, perhaps there is a reason for which no one in particular is to blame; simply a case of bad judgment. In other words, an investment that might have panned out better for others than it did for you. Did you hold off too long, or did you let go too soon?

Any of the banks in Volusia county will gladly answer letters of inquiry from bankers outside of the state. Enclose stamped envelope for reply.

### THIS PUBLICATION

Is a Volusia County Special. The purpose of its issuance is to inform the public of the advantages of the county as a home or for investment purposes. The editor vouches for the accuracy of the statements herein made, both in the reading columns as well as the advertising department.

## VOLUSIA COUNTY AS A HEALTH RESORT

As a health resort Volusia County has an established reputation. There are three things to be kept in mind when estimating the value of any locality as a health resort. (1) Soil. (2) Water. (3) Drainage.

(1) Compact clay or marl soil holds surface water much longer than a sandy or porous soil. This causes stagnation and furnishes a place for mosquitoes to breed in.

(2) Elevation is required to secure natural drainage which is essential in most cases. Here in Florida where we have heavy rainfall if the public health is to be conserved the necessity for natural drainage is admitted. Volusia is well provided in this particular.

(3) Good water is a prime requisite. Florida as a state is noted for its excellent drinking water, and it seems like "carrying coal to New Castle" to expatiate on this feature; but there are degrees of excellence in quality as in everything else. The fact that Volusia county furnishes a brand of water of superior excellence is shown by the fact that millions of gallons are sold yearly from the wells of a local water company. Tests by competent chemists show this water to be pure and palatable.

Volusia county has an ocean frontage of many miles, along which are some of the finest cities and towns to be found anywhere. Ocean bathing here is at its best, with a beach that is famous the world over for automobile racing. The beach is attractive to many who want to get as near the surf as they can. Others choose the inland towns with their higher elevation. It is merely a matter of individual preference.

Swept by the easterly ocean breezes, Volusia county is particularly fortunate in her location, from the health standpoint. The prevailing winds in the summer are from the east and southeast, and the nights are always cool. Volusia county is far enough south to escape the extreme cold and far enough north to avoid the tropical heat of lower latitudes. The modified winter weather enjoyed by Volusia county is greatly appreciated, especially by those who were born and reared in the north. The pine air and the ocean air form a wonderful admixture. Lakewood, N. J., the famous winter resort, is surrounded by pines with the ocean only eight miles distant. Volusia county is equally well equipped with these superior advantages. What is needed to make this county famous as a winter resort? Publicity would help; in fact, nothing can take its place.

### IDA M. TARBELL SAYS

"I have succumbed to Florida. It is not a personal matter, merely, though I think it finer than the South of France—the Riviera that is the sporting place of a wealthy world in winter. It has a fine sweep of wind from the Atlantic ocean to the gulf. The air is fresh and heartening. There is none of the staleness of atmosphere like that of the mediterranean.

"There is sunshine in abundance. When the great highways are completed, the most beautiful motor-drives in the world will be in Florida. There will be a permanent charm that is saleable not only to the wealthy but to all the middle class.

"There is warmth to make sprout the fruits and vegetables for a hungry country in winter. It is useless to say that the soil in Florida will do all these things of its own accord. It has rich soil and poor soil. But intelligent study of it will make it the greatest garden in the world.

"Florida has something for everybody, but not for nothing."

### FLORIDA

The following is quoted from a speech delivered by Senator Duncan U. Fletcher:

"The merits of Florida, the real values existing there have been gradually dawning upon the people of this country and upon inquiry they begin now to realize what she has to offer. Her marked permanent assets are those Nature gave her and which can never be taken away. Her climate, incomparable and enduring, her frontage on the Atlantic Ocean, with magnificent beaches, her well appointed resorts, the delightful recreation grounds of happy people as they view the heaped waves of the ocean as they follow the moon; her long reaches bordering the Gulf, the Mediterranean of the western hemisphere; with every variety of scenery, bays, bayous, inlets and (Concluded on Page 12)



## MAKING A FARM FROM RAW LANDS IN VOLUSIA COUNTY

### (1) Soil types.

According to Wedster, "soil, is the loose surface of the earth in which plants grow." According to some of our modern wizards, soil may be "most anything that will hold the world together." But in the common usage of the term among farmers, it is inferred that "soil" means a type of the earth's surface that will produce a good growth of desirable plants, when well tilled.

In Florida, there are a great many soil types, each of which may be good for a certain variety of crops that may not do well on any other soil type, but the three types that we have most to deal with in Volusia county are, the "high pine" type, the "flatwoods" type and the "hammock" type. The former is self explanatory but the last named "hammock" sounds like something in Indian, to the newcomer, and it is, being the Indian word for hardwood forest.

When we think of clearing up land for a new farm in Volusia county we naturally must consider the type of crops that we expect to try to grow, and upon that question will depend the types of soil that should be used, and on the type of soil will depend the cost of clearing and fitting for use as farm land. When think of general farming, vegetables, Irish potatoes, corn and other feeds for dairy cows we generally think of a well drained flatwoods soil, underlaid at a depth of 1-2 to 2 feet with clay or hardpan, and this type of soil at its best approaches something of the nature of prairie. It may have some scrub palmetto here and there and scattering pine trees or stumps, but little brush, and the contour should be even and regular, and free from low spots and ridges.

Our first operation in getting this type of soil ready to farm, is generally to see that positive and complete drainage is available, so that when we dig our field ditches that they will carry the water away readily when we need them most. Next we go after the stumps, and while some men dig them out and others pull them with a stump puller, we prefer to bore a hole downward through them just at the top of the ground and blast them with dynamite, splitting and tearing them up so that they will burn out readily after drying for a few days. They may be started burning in this manner, by pouring a pint of mixed gasoline and crude oil into where they are split apart and applying the torch. This will get the fire hot enough so that the whole stump generally burns out to a foot or so below the ground surface after which one must go back with the grubbing hoe and ax and get out the surface roots. While grubbing these surface roots from around the stump holes it is well to grub up any patches of palmettos and pile them with the pine roots for burning. During this burning, the wire grass will likely be burned off and the ground left bare, so that any pine knots or other timber refuse may be easily seen and piled on the fires. Next we fill in the stump holes and we are ready to break the land.

Some farmers prefer to tear up the sod with a heavy disc harrow, going over it several times, but unless it is desired to hurry with cultivation we think that it is just as well to plow, with tractor or mules as the case may be, turning the sod about four or five inches deep but not more than six inches in any case as the deeper plowing tends to turn the top soil down too deep and bring up the underlying sand. After plowing, the next step is several thorough working with the disc harrow, to break up and pulverize the sod tufts and get the air through the soil.

Now we cannot go any further without ditches, which as stated before, should be large enough and near enough together to provide rapid drainage, and while digging these, it is a good idea to throw the dirt to the outside, away from the field to prevent the water from the woods from filling the field ditches, and for the reason that no ditch is much good if the water from the field is held back by a dyke of dirt from the ditch. In digging the ditches through the field, it is a good plan to use the dirt to fill any low spots, stump holes etc., that may be found, and a slip scraper and mule are ideal for this work.

It is always desirable to do this work in the dry, cool part of the year, because at that time it is easier and there is less trouble with surface water. Then too results are often better from winter clearing on account of the fact that it is desirable to let the land lie idle for awhile after breaking it up, so that the roots and grass that may remain will have a better chance to rot down, and the soil bacteria get started to work, which it may not had much opportunity to do before the land had been plowed.

New raw land like this will not always give as good results as it will after being farmed a year or two, and where it is intended to start right in planting crops it is generally advisable to apply about a ton to the acre of unbleached

hardwood ashes, as a soil sweetener. Hydrated lime is sometimes used at the rate of half a ton, but lime should never be used on ground that is to be planted in Irish potatoes or the potatoes are likely to be scabby.

The most desirable first crop for such new fields is generally co-pecas, which when sown in the late spring or early summer, will soon cover the ground and shade it from the hot sun, and when turned under will add a great deal of humus, as well as the nitrogen that all such legume crops store in their roots. Some farmers prefer to plant corn on new land and interplant the corn with velvet beans, and it is a good practice but much more work, as the corn must be planted early, in March for best results, and the beans in April, and the latter will not be ready to plow under until late fall, while the co-pecas will require only about three months season and are much easier to handle, being broadcast, and much less trouble to work into the soil when matured, and being a summer crop, are out of the way in time to get the field ready for fall vegetables, which most of our farmers have in mind when planning a crop rotation.

From now on, we consider this field ready for any of the crops that are planted on this type of soil, and by plowing an inch or two deeper each time and growing a good crop of legumes every summer for a cover crop and soil builder, there is no reason why such field should not become more valuable for farming every year.

With the hammock land, the operations are much the same, except that the clearing up of the timber roots will be found many times more expensive and that when cleared, if well drained will be much better for citrus trees than the flatwoods land, and much of our hammock land is just as good for vegetables, but not all of it will be equal in production of vegetable crops.

The high pine land, while used to some extent for corn and other feed crops, and is better for sweet potatoes in many cases, is generally cleared up with the idea in mind of planting an orange grove. The clearing operations are much the same. There is likely to be more brush in places, and where the soil is full of brush roots such as scrub oak and runner oak, it will be difficult to plow, but using a tractor and heavy plow these roots can be pretty well broken up and turned up to where they may be picked up and burned at each working. Such land should be high enough to have natural drainage, eliminating the cost of ditching, but is not fit for as wide a range of crops. The expense of clearing an acre of land is nearly always based on the amount of timber and stumps to be removed, and it is impossible to say, without seeing the land, just what the cost should be, but we don't know of any farmers who ever get anything worth while without a certain amount of hard work, and we are kind of glad of it, else just think of the class of people who would want to be farmers.

T. A. Brown, County Agent, De Land, Florida.

## A Pioneer Packing House

About forty years ago J. A. Baird started a packing house along the shore of Lake Beresford. At that time there was no railroad to the lake, all freight going by way of the Clyde line to Jacksonville. Imagine the condition of the primitive roads then in use. Consider the difficulties that beset the packing house business at that early date.

During this forty year period enormous strides have been made in packing house equipments and methods that would be considered play by the old-timers. Great progress has been registered in the packing house business in the past forty years.

The business was first conducted as a partnership, subsequently incorporated under the firm name of Alexander & Baird Co., with J. A. Baird, president and N. M. Alexander, vice-president. R. H. Boyd of the Volusia Bank and Trust Co., is the present president.

This packing house firm is one of the largest concerns of the kind in the state. Some idea of its capacity may be gained when it is remembered that there are three of their plants located in this county, and four outside of it. The Beresford plant is the largest with a capacity of four cars a day. Next comes the DeLand plant with three cars a day and the Pierson house with two more, making a total of nine cars a day in their Volusia county houses alone.

No one could guess from a look on the outside as to what a busy and efficient plant it houses at Beresford. A private wire connects the outside world enabling them to keep in close touch with the mar-

kets of the country. Railroad station adjoins the plant.

Some idea of the size of the business done by this company will be gained when it is remembered that the payroll in Volusia county alone, during the busy season averages about \$3,500 a week.

Quality has always been at the forefront here. Away back in 1893 the company was awarded a gold medal at the Columbian Exposition, for oranges exhibited at the World's fair. The certificate is framed and hung up in the office of the company, where it holds the place of honor.

When a concern continues in business for about forty years with never a fire, failure, reorganization (except when caused by death) or any such thing it can be accounted for only on the assumption that the management has been conducted with superior skill and industry. How many local businesses are there in existence today that were here forty years ago.

## Modern Packing House Plant

In the equipment of their plant the DeLand Packing Co. have taken every advantage of the latest labor saving appliances and methods. An inspection of their recently built packing house will prove the truth of this assertion. Further than this the company has secured H. V. Pay as secretary, treasurer and general manager, a man whose record proves him to be the right man for this important position.

The interior of the packing house presents an attractive appearance, which is enhanced on close inspection. Cleanliness and order are manifested everywhere, along with modern efficiency. A messianic floor enables visitors to watch the operation of the plant from the time the fruit is fed in to the rounds to the completed operation.

The company starts in business under the most favorable circumstances with enough business in sight to insure the success of the enterprise. Judge J. W. Perkins president of the company, who is one of the owners of the plant, is one of the largest growers in the state. Judge Bert Fish, is another extensive grove owner. Other large groves will be handled by the company.

There is room for another packing house of this type and there is no question as to the ability of the company to fill the bill in every particular. When the real estate boom was on a couple of years ago many of the growers in the southern part of the state cut down their groves to make them into subdivisions. This suicidal policy was not followed to any extent here, with the result that Volusia has more acres in grove today (including the trees that are coming into bearing) than were in existence two years ago.

The citrus crops form the biggest industry in Florida and they are constantly growing in value and importance. This being true, the necessity of having ample packing house facilities is self-evident. Anything that cuts down the time consumed in picking, packing and shipping the crops is of real and permanent value to the growers who thereby reduce their risks and accelerate collections.

There is enough business for a fact that can be proven by a visit to our numerous packing houses. This accounts for the absence of jealousy and the presence of a disposition to pull together in the harvesting of Volusia's biggest crop.

### FLORIDA FLOWERS

Clarence A. Bass of the State Plant Board at Gainesville, says, "Florida has always been looked upon as the land of flowers and sunshine. We have plenty of sunshine, but not enough flowers. Flowers are expected in great abundance by our tourists who come to visit us every winter, and are something that we ourselves can enjoy. Every home can have them every month in the year by planting at the proper time. Some varieties of flowers can be grown every month in the year while others can be grown only in season. There is a great wealth of material to select from. November is the month in which to plant for winter blooms."

### UNDER CITY MANAGERS

Thirty-six cities of Florida are functioning with city managers directing municipal offices. They are as follows: Bartow, Clearwater, Coral Gables, Daytona Beach, DeLand, Delray, Dunedin, Fernandina, Fort Meade, Fort Myers, Fort Lauderdale, Fort Pierce, Gainesville, Haines City, Kissimmee, Lake City, Lakeland, Largo, Leesburg, Melbourne, Miami, Miami Beach, Moore Haven, New Smyrna, Ocala, Palatka, Palm Beach, Punta Gorda, Quincy, St. Augustine, St. Cloud, Sanford, Tallahassee, Tampa, West Palm Beach and Winter Haven.

## Volusia County's Foundation Industry

By T. A. Brown, County Agent

"YES, WE HAVE NO BANANAS", but when it comes to citrus fruits, Volusia County produces an average crop of a million boxes a year.

Quality, we will put our tangerines and oranges against anything in the world. There's a reason.

Go back in history to Civil War and we find that the old timers living along the St. James River Captain Thurstby, Captain Stark and others of the landed gentry of that time, all had their orange groves near the river and shipped the fruit in barrels, boxes and what not, on the little river steamers of that day, and were considered wealthy on account of these groves, which today would be considered comparatively small.

Things went happily on and a few years later pioneers discovered that in the hardwood forests bordering the river and along the coast there were great groves of wild, sour oranges, which had been planted by Spaniards and Indians, and were ready for the white settler of later days to cut off and bud with sprigs from sweet orange trees. Other counties in the latitude of St. Augustine and Ocala were doing the same thing and this became the great orange belt, until the freeze of 1894-5 when most of these trees were frozen to the ground and many of them never revived.

However, instead of giving up in despair, many of these old timers in this county said, "maybe this won't happen again in a lifetime," and went to work to cut these trees off at the ground and bud them all over again, and from that start and careful selection of budwood has come the high standard of quality and quantity of the present day.

High quality has been the standard of the Volusia county orange grower. Nature has provided us with the most ideal type of citrus soils and the settlers have made careful selection in choosing the sites for groves, bearing in mind that well drained strong soil with a good water carrying capacity was essential to the production of good fruit and that spots of thin soil, or cold streaks or spots must be avoided regardless of availability or price, consequently two distinct types have been favored, the "Hammock" and the "High Pine" where the natural growth was large thrifty forest trees, and amply proved characteristics of quality.

Before the big freeze, a majority of bearing trees were of the seedling type, and in rebuilding their groves, the owners saw an opportunity to improve by careful selection of budwood, and many a man took his horse or mule and rode miles to find what he considered a type that would eventually be a market topper. Trees that had been protected through the freeze and again bore fruit the following year or two were watched carefully and in some instances individuals showed such outstanding quality characteristics that budwood was taken from them and as they came into bearing further careful selection was made until now some of the finest commercial varieties in the state include the Enterprise Seedless introduced by Rube Stark of Enterprise and Beresford; the Norris and Hamlin's Seedless introduced by Judge Hamlin and which originated in the Lena Norris Grove northwest of DeLand; and the Lue Gim Gong which has become one of the worlds best late maturing oranges and was introduced by the Volusia County citizen whose name it bears.

When it comes to the tangerines we ask the world to look at our groves and consider the prices that we receive for the fruit from them, and little else need be said. However we might cite a few reasons why this luscious, fancy Jananese orange finds itself so well at home here. First, the sections of Japan from whence it comes are cool and the soil is rich, and in northern Volusia these two items seem to satisfy the "Kid Glove" orange. Budded on sour orange roots, as are most of our citrus fruits in this county, it has a tendency to a longer, more definite dormant season, which enables it to stand more cold and in combination obtains a much higher colored, thinner skinned fruit and a heavier juice content.

Then there is the grapefruit. While the writer has seen grapefruit from within the city limits of DeLand, sell as high as eight dollars a box, not much attention is paid to grapefruit production as compared to oranges and tangerines on the west side of the county, but along the coast, particularly in the region of Oak Hill, there are grown many carloads of as fine grapefruit as can be found in the state. Again the hammock type of soil, the trees bear heavily and the fruit has that beautiful waxy clean appearance so pleasing to the eye, and the luscious juicy pulp that is very free from "rag" and a tart flavor without the bitter. Marsh Seedless is the favorite here and compares favorably with the Indian River Orange, which is in

its natural home here and is so far famed that it needs no further mention.

Many other varieties of citrus are raised in Volusia county; in fact at the Florida Exhibit in New York, two years ago, we had 28 varieties, and we can now think of half a dozen more that could have been shown, but what's the use, they are here in abundance. We are always glad to show them to any doubting inquirers. Our market sheets speak for them and they will be on exhibit at the Volusia County Fair, January 26 to 30th, 1926, inclusive, and at the South Florida Fair at Tampa, February 2nd to 13th.

Come all you doubting Thomases and see them take the ribbons.

## LUE GIM GONG

Chinese-American Philosopher  
Pomologist and Scientist

The death of Lue Gim Gong at his home near DeLand, Florida, closed a long life of usefulness to the horticultural world. As a little boy of 12 this famous Chinaman came to America on a little schooner and worked his way across this country to Boston. His first regular employment was in the service of Hon. Calvin T. Sampson, of North Adams, Mass., who gave to Stetson University at DeLand its magnificent library. Being far above the average in intelligence Lue attracted the attention of Miss Fannie Amelia Burlingame, a cousin to United States Ambassador to China, Burlingame. This estimable lady saw to Lue's education and gave him the opportunity to practice his inherited instincts of delving in plant and fruit growth. After the death of his benefactress Lue came to DeLand, hoping in this climate to recover his health, which had become shattered through an affection of the lungs. Here at DeLand he created through pollinization some marvelous things in the fruit world although in the north he had perfected an apple which ripens earlier than other varieties, a cherry currant, a fruit as large as a cherry, and a peach to be grown in green-houses.

The greatest achievement of Lue Gim Gong was his propagation of the orange that bears his name, and which was first produced as a separate and distinct variety in 1888. It is the result of a pollinization of the Hart's late and Mediterranean Sweet oranges. This orange is well known to the citrus growers of both Florida and California as one of the finest commercial varieties. It can be marketed over a greater period in prime condition than any other variety and the trees bear uniformly large crops of high quality fruit.

The United States Department of Agriculture awarded Lue Gim Gong the Wilder medal, the first and only time this award has been made for a new variety of orange. Col. G. V. Brackett, Pomologist of the department says: "I have inspected the Lue Gim Gong orange and upon the merits of same I recommend the award of the Wilder medal."

In 1892, Lue perfected the Gim Gong grapefruit, by pollinizing the Florida common with the trifoliata. This grapefruit, in an opinion expressed by Lue, will stand at least ten degrees more cold than other varieties, and has other characteristics of extreme value to growers. Another product of the skill of this eminent horticulturist is a perfumed grapefruit. It has no especial commercial value, but is a decided novelty. When fully matured one fruit will throw off enough pleasing perfume to fill an ordinary sized room.

Lue was a true Christian and a great believer in the principles of the government of the United States. Reports gleaned from the northern periodicals are to the effect that Lue was the first provisional president of the Chinese republic. However that may be it is a fact that Lue met with four young Chinese who had been sent to this country to study a form of government for China. The five, consisting of Lue, Hawk Ling, Chung Tom, R. Chung and Tak Way met and rumor says Lue was selected through the recommendations of those meetings with him as provisional president of the new Chinese Republic.

Lue lived alone in his grove, carrying on experiments, from 1886 to the time of his death. He came to DeLand, 2 1-2 miles away, but four times in 18 years, but was most hospitable to all callers. His sole companions were an old rooster and an old horse. All his pictures show one or either of them. When he became enfeebled in health he would accept no help from anyone in the way of manual labor on his place. Citizens of DeLand and fruit growers generally gave him things to live on. He spent money given him but would not cash checks presented him. Now the DeLand Commercial Club is fostering a movement to erect some sort of suitable memorial to the memory of this truly great Chinaman. Lue rose from an ignoble beginning which started in actual paganism to a position few attain with all the advantages theirs.

## Fern Growing In Volusia County

It is only in the past few years that the fern raising industry has sprung into prominence near DeLand, but it is now one of the county's most staple and profitable crops. It began as an experiment and on a very small scale, being little more than a hobby at first. Today an entire community, that of Pierson, in the northern end of Volusia County, devotes its time to fern raising and long wooden sheds dot the farms for some distance around.

Raising ferns in Volusia County is comparatively inexpensive, for no glass houses are required. Those engaged in the industry refer to their places as "greenhouses," because the skelton lumber structures which afford shade from the sun and protection from the wind serve the same purposes which a greenhouse would do in more northern latitudes.

### The Cost

To raise ferns here requires a capital investment of about \$3,000 an acre, most of this sum being for lumber and labor. The land is first thoroughly cleared and worked as if for a gigantic flower bed, and is then enclosed with a rough lumber wall high enough to permit of a flat roof of rough lumber slats being laid six or seven feet above ground. The roof slats are nailed to allow for three-quarters shade protection. Posts about 8 to 12 feet apart support the roof. While each fernery owner follows his own fancy in the way of laying out his fernery, the general practice is for a fernery to be divided into sections six feet wide with a two-foot walk between them. This permits of easy access to each bed from the walk. When this form of ground plan is followed the post supporting the roof are in the center of each bed and serve also to support overhead irrigation systems when such are used. In many ferneries overhead shower pipes have not been installed, water being piped into the fernery with standpipes at various places where buckets are filled or hose attached and the watering done in this way. As stated before, the industry is still in its infancy, and those engaged in it have not yet had time in all cases to fully modernize their ferneries.

### Planting

About 40,000 plants are set to the acre. If seed is used it is planted in the early spring (about March) in seed beds. The soil is first thoroughly moistened and the seeds placed a quarter of an inch apart in shallow furrows made by laying a wedge-shaped lath in the seed bed and pressing it in to form a furrow. After the seed has been set in the furrow it is covered with sacking or burlap and all the subsequent watering is done on top of the protective covering until the seed has taken root and appeared as shoots. The covering is then removed and the soil carefully and very lightly worked, preferably with the fingers, or with a very light rake. The plants are ready to be moved out of the seed bed and into the main fernery about July or August, and with care the ferns can be cut the following February or March, or within about a year of the seed planting. Each fern plant produces about one frond a month and perfect fronds can be shipped after about twelve months. In planting the young ferns after they have been moved from the seed beds they are set in rows ten or twelve inches apart and each fern plant 9 to 12 inches apart. Ferns have to be fertilized about every three months, about a half to three-quarter ton to the acre being required of an organic and chemical fertilizer, and need spraying or dusting once a week.

### Suitable Land

High pine land or high hammock land is most suitable for raising ferns. Ferns are not so liable to disease or attacks from insects as might be supposed from their tender appearance. Their worst enemy is the red spider, with plant lice worms and caterpillars ranking next in order. Proper care in dusting or spraying, however, combats all such evils, and those who have given close attention to their ferneries receive what is probably the largest returns on capital invested of anyone in Florida.

While ferneries on a large scale have been tried they have not yielded the same high return as those operated on a smaller scale, where there are instances on record where the initial investment has been returned in full in one year's operation.

A well-equipped and productive fernery is therefore valued at the rate of \$10,000 an acre; not at all an unreasonable price when it is considered that a labor return of \$5,000 a year can be counted on if care and intelligence is given to the fernery. Half an acre in a fernery is considered a man-sized undertaking for the average person to look after, with nothing else to take up his time.

### Earnings

That an acre can return so large a sum as \$5,000 may be doubted by the skeptical, but it is a fact nevertheless. An acre will support 40,000 plants and each healthy plant will produce one frond per month. This makes production on an acre 480,000 fronds. They are

worth an average market price of 2 cents each; total \$9,600. Allow-ing for expenses of fertilizer, spraying and dusting, cost of containers for shipping, and a liberal estimate of unhealthy plants that die, there is still a profit of \$5,000 an acre. While it costs about \$2,000 to equip a fernery, many have started one as a side line to a citrus grove with nothing down and a dollar when they get one. There is a case in north Volusia county of a man over 70 years of age, who started a fernery on a small scale, with an investment in material of less than \$2; this sum being spent for nails. The balance of his material he got out of the woods in the form of poles, slabs and brush. Ferneries in all stages are to be seen in various parts of the county. We are not suggesting that anyone try to start without sufficient capital to tide them through at least two years.

The markets are at present: New York, Philadelphia, Boston, St. Louis, Louisville, Pittsburg, Newark, Chicago, Baltimore and many other cities of the north. Generally the ferns are shipped to florists, undertakers, interior decorators, and occasionally large cafes and hotels. Once the fern grower establishes a connection the problem is to keep the demands for his fern fronds supplied. This industry is an exceedingly healthy one—in Volusia County.

## The Florida Citrus Exchange

The Florida Citrus Exchange is a corporation, not for profit, organized and operated by the citrus growers of Florida, through which to pick, pack and market their crops. It consists of three divisions—associations (local organizations), sub-exchanges (district organizations) and the Florida Citrus Exchange (state organization).

Three or more growers in any locality in Florida, when organized and incorporated under the charter and by-laws hereinafter mentioned, form a legal association. They elect all necessary officers.

Each association owns and controls a packinghouse, which is operated by a manager elected by the directors of the association.

Its operations include the picking, hauling, packing and loading of all products to be handled for its members.

Three or more associations, in any county or district, form a sub-exchange by each electing one director thereto, and having these directors organize and incorporate under the charter and by-laws hereinafter mentioned. Such directors elect the officers of the sub-exchange and a business manager.

All business of the association requiring the attention of the Florida Citrus Exchange must go through the sub-exchange, and like wise all business of the Florida Citrus Exchange requiring attention of the association must go through the sub-exchange.

Each sub-exchange elects one director as its representative to the state organization, and these directors, organized and incorporated under the charter and by-laws hereinafter mentioned, constitute The Florida Citrus Exchange.

This board of directors elects all officers and employees, fixes their salaries, defines their duties and determines methods and policies for the proper conduct and welfare of the business.

The sales department, through which all fruit and other products are sold for the associations, is in charge of the sales manager.

Bulletins, which show a copy of every telegram received or sent by the sales department, are mailed each day to each sub-exchange and association, so that all members of the Florida Citrus Exchange may have full information about market conditions.

The success of the Florida Citrus Exchange is due, in the estimation of many to the fact that it is operated on a co-operative basis.

### GOOD WATER IN FLORIDA

"What kind of water do you have?" "How deep do you have to go to find water?" These and like questions about water are generally among the first asked by prospective settlers in the states west of the Missouri. Hundreds of good houses have been built and occupied on the western prairies and not a tree or stream to greet the view in any direction.

The alkali is so abundant in the northwestern states that it looks like snow around the borders of lakes and water holes wherever they exist. This dreary condition is not possibly anywhere in the South. Water is abundant and the best on earth. And there is no monotony in the landscape. The home seeker who comes to Florida has no trouble about getting plenty of good water and besides he has no long winter to face with expensive fuel and clothing bills. The thrifty home maker can have something fresh for his table each month in the year from his own garden.



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### OCEAN COUNTY (New Jersey) SPECIAL

To be issued next June, will consist of 16 to 20 pages, packed full of interesting reading matter and special features.

This publication boosts DeLand as a winter home. As a matter of fact there are hundreds of Ocean County residents who are already making DeLand and Volusia County their winter residence.

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# AGRICULTURAL LANDS OF VOLUSIA COUNTY

By T. A. BROWN, County Agent

The eastern and western portions of Volusia County are given over to subdivisional development at this period in which Florida is making history. The central section is being developed into farm lands. There is no experimental—rather it is extension of what has been done for a number of years, namely: Heavy production of winter vegetables. Lack of space prohibits an exhaustive recital of it here, but an enumeration of the districts that are making history in vegetable production is possible. When this is done it will be noted that the county has a foundation possessed by few, with big and growing populations on two sides and real soil production through a vast strip that is centrally-located.

The district of Seville, 25 miles north of De Land, has been noted for many years as a producer of truck and potatoes, on the muck and peat lands surrounding the many lakes that lie so close to the little town. While the area available for this purpose has been small (perhaps not more than 300 acres) the fields have always been well worked and intensively farmed, and have produced winter potatoes, cabbage, cauliflower, peppers, etc. State Road No. 3 has just been completed, and, with the completion of a lateral that leads to the east coast from Seville, many acres bordering on the Haw Creek country will be opened up. This should vastly increase production in this particular district.

West of Daytona Beach, Ormond and New Smyrna are some of those famed rich, black "hammock" lands where the early settlers hewed farms out of oak and palmettoes. Wonderful citrus groves are now growing in these sections, the planters frequently leaving tall palmettoes standing here and there in the groves. For vegetables and small fruits this soil is beyond compare anywhere, and fine crops of strawberries, tomatoes, lettuce, green beans, peas, root crops, etc., are raised, finding a ready local market in the resorts lying so close. With the advent of the Halifax Drainage District and the resulting canals and ditches, this country is now safe and able to produce food for the most discriminating markets.

Lying between the citrus belt along the western side of the country and hammock lands on the east, which follow the coast, is an inland empire which constitutes a vast source of potential wealth—and which has hardly been scratched. It is a great stretch of flatwoods country which extends from the Haw Creek section on the north down through the middle of the country west of the Tomoka River, through the Spruce Creek "flats," on both sides of Lake Ashby, and to the St. Johns river at the southernmost end of the county. For years (until recently) this strip of country has been held off the market by big lumber concerns, and until a few months ago very little of it was available at any price. A little at Samsula and Indian Springs, and a little away down in the woods south of Lake Ashby—but now here is the farmer's bonanza! Proper drainage is assured over most of the entire tract, and from this district of Samsula comes winter vegetables that take prizes wherever exhibited, and supply the tables of De Land, Daytona Beach and New Smyrna.

The soil types of Samsula are practically the same as that of the acreage mentioned that runs through the center of the country, but Samsula has been the "wheel horse," has done things, produced, and a description of the actual things would be nothing more or less than a recital of the potentialities of all the center of the county.

Here the farmer may find a plot of ground to suit his fancy. If he wants to grow truck on an intensive scale he may start with perhaps five acres, and he will soon need help to do the work, for he can raise two or more crops on the same land within twelve months—and have something to turn into money every week of the year. If he wants to spread out and general farm he will want perhaps forty acres. To the uninitiated this looks like a pretty small general farm, but let's see what he can raise on half of it. Twenty acres, plowed in the late fall, planted in potatoes in late December, costing \$120.00 per acre for all items of production. These potatoes, well tended, are ready for digging in early April, ninety days from planting. The average crop has been about 40 barrels to the acre and an average price is \$10.00 per barrel. Gross, \$400; less cost of \$125; net \$275. Just as soon as the potatoes are out and rolling to the northern consumer this land is re-bedded and planted in corn with very little labor and no extra fertilizer, and will make at least half as much per acre as the main crop of

northern states and is almost a gift crop. It is matured in July and ready to go into the silo for feed for well-paying dairy cows, and then the land is turned and sowed to cowpeas, which are made into valuable legume hay about Oct. 1st. Cowpeas yield about two tons to the acre and leave the land enriched for the next crop of potatoes.

Now about the other half of the farm—the other twenty acres. It is a good procedure to plant ten acres in cabbage; start setting plants in October, harvest in January to March 1st. They will average 125 crates per acre, cost \$75 to produce, net \$125. Follow at once with tomatoes. Set plants Feb. 15, to March 5th; ready for market late May and early June; average yield 200 crates per acre; average price \$3.75; gross \$750; cost to produce \$175; net \$575. Now turn land and plant in cowpeas to plow under for soil improvement.

As it is not good policy to "put all the eggs in one basket," it is advisable to put out five acres in lettuce about Sept. 15th, for Nov. 15th harvest. Yield will average 400 hampers to the acre; average price \$1.50; gross \$600; cost \$175; net \$425. Now turn this land at once and replant to lettuce and harvest by Feb. 25th. Then turn again and plant beans March 1st for harvest April 15th to May 15th. Average yield 150 hampers; average price \$2.00; gross \$300; costs \$100; net \$200.

On the remaining five acres plant peppers. Set plants Sept. 1st to 15th. Start picking Dec. 1st and continue till May. Average yield 200 crates per acre; price \$4.50 crate; gross \$750; cost \$150; net \$600.

**PRODUCTION ON 40 ACRES**

20 acres potatoes.....	\$5,500.00
10 acres cabbage.....	1,250.00
10 acres tomatoes.....	5,750.00
5 acres lettuce, doubled.....	850.00
5 acres string beans.....	1,000.00
5 acres peppers.....	3,750.00
<b>Total.....</b>	<b>18,100.00</b>

Allow 50 per cent off for freight, commission, profit and loss, and how does this income compare with that received by farmers elsewhere? Also remember that this farm has made feed in the way of silage for a herd of twenty milk cows that will bring a handsome profit. It has also provided food for the table the year round.

Henry Ford says that man does not waste money, or time, but he does waste opportunity. Henry is right, and 20,000 northern farmers are daily wasting the opportunity to settle here in the best county of the best farm state in the country. Look up the figures—the commissioner of Agriculture at Tallahassee has them, and if one wants to see samples of the goods, drop in on the Volusia County Fair, at De Land, Jan. 26 to 30, 1927, or the great South Florida Fair at Tampa the ten days following.

## Grape Growing in Volusia County

By J. L. McMAHON

Another of the many money makers in "Versatile Volusia county" is grape production. This industry, perhaps one of the oldest in the world, developed solely in Florida because of the fact that grape growers had to find or develop varieties adapted to Florida soil and growing conditions. This work was completed in other parts of the United States so long ago that it has perhaps been forgotten, without thinking people have sometimes said: "Florida is not a grape growing region."

California varieties, Northern varieties, and European varieties of grapes planted in Florida failed. The fruit of the tireless efforts of grape specialists is a number of varieties of grapes adapted to Florida soil and growing conditions. R. W. Munson, who gave his life over to grape growing conditions, carried on experiments in Texas for a long period of years and the result of his labors is a variety of grapes well adapted to Florida.

In the beginning there were many who advocated muck land and flatwoods land as best for grape growing, but pioneers in the grape growing district of Volusia county always held that the rolling high pine lands of Volusia were best adapted to this line of culture. Trial plantings and repeated experiments have confirmed this belief, and today the high rolling sandy lands of Volusia county, in the vicinity of De Land and Orange City, are dotted with rich vineyards.

While there are a number of varieties adapted to Florida conditions, the Carmon grape appears to be the commercial grape grower's choice. It is especially well adapted to high, well-drained sandy land. It resists most of the diseases

fatal to grape plants, is a sturdy variety, long-lived, and a heavy bearer. The fruit grows in large, compact clusters; is rich, deep blue-black in color. The skins are thin but tough, and do not easily crack. The seeds are easily separated from the pulp—a rare and good quality of grapes. It is rich in sugar and low in acid; another thing that recommends it for juice purposes.

And not unimportant, the fruit is persistent in clinging to the bunches, and even after long distance shipments the fruit may be removed from the bunches without the usual litter of loose grapes.

The Munson, Ellen Scott Malaga and Florida Tokay are other favorite varieties.

Mr. John H. Wolfe, of Orange City, has been a moving spirit in the development of the grape growing industry in Volusia county. He has consistently held to the principle that the proper thing to do is to develop a standard variety of grape, produce it in marketable crop about 18 months from planting time—which is December. The yield is at first purposely restricted to a few bunches per vine, but increases year after year till it reaches a very heavy production. Tons of grapes are harvested from a properly kept, matured vineyard. And here is the important part of it all: These grapes come into the market ahead of the earliest grapes produced in California and are eagerly bought at top prices.

The best of grape lands are available in this county at reasonable prices. The markets are very close and good land and water transportation is right at hand. The industry can no longer be said to be "in its infancy," for acreage are going in rapidly in many sections of Florida and they are the result of actual observation of what others have done and what the newcomer can do if he uses the same business judgment he would use in other lines. The vineyards of Volusia can be seen and would surely be enlightening to those who are in doubt about grape culture.

## FLORIDA IS RECOVERING FROM STORM DAMAGE

By Frank Whitman, DeLand

The storm stricken areas of Florida are coming out from under the heaps of debris due to the hurricane's fury in heroic way. The people of the state have been most ably and liberally abetted by the people of the country. At first the damage to life and property was exaggerated; then it was minimized. The latter was bad as it had a tendency to stop relief from some few quarters. In a way it hampered the wonderful service being given by the Red Cross. At this time the press of the country saved the day by broadcasting the actual needs of the districts affected.

Quick sanitary measures saved the homeless and exposed from the ravages of disease, and at this time highways are cleared, rail service is as usual and hotels are one by one finishing repairs and announcing their readiness to receive guests as usual. Miami, Hollywood, Fort Lauderdale and Moore Haven suffered most in loss of life and property. These places, with the exception of Moore Haven, are cleaned up and building rapidly. Soon there will be little traces left of the former wreckage. Moore Haven, owing to its unfortunate record is coming back to normalcy slower than the rest. The loss of life per capita was greater here than in the others. There was no high ground, save the railroad grade, for refuge from the high waters. Many bodies were found along this grade.

In searching records of West Indian hurricanes it has been found that two of them only in 39 years struck Florida with any material loss of life and property. Indeed the records of the country show much more loss by storms in other states of the middle west. If there should be any fear to come to Florida on account of the likelihood of storms let them look up the record for their own district—and in all likelihood they will find they take more risks by staying at home.

For two weeks after the storm the work of cleaning up and burning wreckage continued day and night. It is said the moon on these nights was so bright that work was being done almost as expeditiously as in the daytime. On the 14th day after the storm (Sunday) the entire district rested. Many of the churches were opened, some in thankfulness and some for the poor unfortunate that had passed on. Through it all people shared in the relief work and shared food; profiteers were summarily dealt with, for if caught their goods were confiscated and given gratis to the needy.

So Florida is coming through to the glory that was formerly hers. The climate, our greatest asset we will have always. Scenic beauty has been destroyed to some extent in the affected areas, but the storm district was fortunately a small one across the south part of the state in a rather narrow strip. The swollen waters have long since receded, the highways are restored, the railroads are spending more millions in adding new service both passenger and freight, into the state. The fairest thing Florida

## DELAND EXCELS IN HIGH-GRADE PAVING

According to the "City Builder" the City of DeLand, Florida, has more high-grade paving than any city of its size in the United States. This paving was laid down in streets frequently that boasted of but few homes on them at the time. The tremendous influence the highly improved streets has exercised on home builders is attested by the fact that for the year ending July 31, 1926, the city tax assessor reported 672 new homes, and a careful check revealed about one hundred now building. The city paving is of monolithic concrete, a durable and tire-gladdening grade of work.

A wonderful program of high-way building is now going on in the DeLand district and the county at large. Roads and bridges under construction or completed during the past year represent an outlay of more than a million dollars. This is construction work paid for by the county and exclusive of that done by the State Road Department or the various municipalities of the county. Neither does it include the thousands of dollars expended by the county government in maintenance of roads and bridges during the year.

Little more than a year ago, July 13, 1925, the board of county commissioners of Volusia County sold bonds and time warrants for road and bridge purposes to the amount of \$1,025,000, which, with premiums received, netted \$1,060,790, to be expended for roads and bridges.

### The Projects

Included in these issues were the DeLand-Lake Helen road and district bonds to the extent of \$600,000, authorized by the taxpayers of the district at an election and for which the purchasers paid a premium of \$34,500. Next in size was the \$225,000 bond issue of the Turnbull Special Road and Bridge District, which brought a premium of \$9,337. At the same time the \$90,000 issue of the Orange City-Enterprise Special road and bridge district was disposed of at a premium of \$1,953. The commissioners on the same date issued time warrants for \$110,000 to provide funds for reconstruction of South Bridge over the Halifax River at Daytona Beach; this structure being owned by the county.

Another sale of warrants provided \$15,000 to be applied to the county's share of construction work on State Road No. 3 (Black Bear Trail), from De Leon Springs to DeLand, which road is now finished.

### A Review

A review of road construction in Volusia County during 1925 and 1926 would indicate that this period will go down in history as the greatest in the development of county-financed highways. Of the road work planned, that of an 18-foot concrete highway from DeLand to New Smyrna is completed. Four foot shoulders have been added to the nine feet of brick from DeLand to the St. Johns River, and cement mixers have started laying shoulders on a like width of 12 miles on the stretch from DeLand to Daytona Beach. The work on the road from Orange City to Benson Springs (Enterprise) is under way and bids are being advertised for on grading the road from Beresford to Hontoon Island, the warrants for which were authorized more than a year ago.

The only projects authorized which have not been started are the road north to the Daugherty and Clifton settlements to the Flagler county line and the paved highway around Lake Winnemisset, near this city. The influence of this large paving program is being felt in all the county—in new settlers in the rural districts, new industries and increased population in the hamlets, towns and cities.

## FLORIDA MINERALS

The rich and varied earth deposits of Florida brought in more than \$17,000,000 during 1925, an increase of more than \$3,000,000 over the production of 1924. This is the information received from the United States geological survey, by Herman Gunter, our state geologist, at Tallahassee. The limestone crop in 1925 was valued at \$4,348,234, and in 1924, amounted to \$2,717,486. Other minerals and their value during 1925 were: Sand and gravel \$1,089,215; phosphate, \$8,789,070; fuller's earth and kaolin, \$1,743,911; sand lime brick, lime crushed flint and miscellaneous, \$848,908. Estimated returns on other products were placed by the government at \$170,000.

## FRUIT BEVERAGES

According to a report just made public by the United States Department of Commerce ninety-four establishments of Florida produced 6,394,000 bottles of carbonated beverages during 1925, valued at \$6,406,000.

can say to the world is: "Come and judge for yourself. Be not stampeded by sensational stories from that quiet and fair land that is the nation's playground."

## VOLUSIA FAIR

Volusia County's annual showing of products of grove and garden will henceforth be known as "The Volusia County Fair and Citrus Fruit Exposition." The addition to the title seemed to be called for by the magnificent showing of oranges, tangerines and grapefruit. The county grows in quantity some of the varieties eagerly bought in the larger markets of the north. There are two varieties of seedless oranges and the world knows that this is the home of the Lue Gim Gong orange. This is also the world's largest shipping point for tangerines. In many sections our annual event would be called a "fruit fair," but such is the extreme versatility of the county that the production of vegetables, forage crops, ferns, bulbs, grapes, flowers and small fruits is so vast in quantity and fine in quality that they can readily be placed on a par with citrus fruits. Other departments that have caused interested comment are the poultry and livestock divisions. For the former a new and modern exhibit building is now being constructed, of such dimensions that, with the thousands of birds always shown, there will not be necessary a huge tent alongside the former big building. Last year the Gold Medal Poultry Show of the American Poultry Show of Florida was staged here. This year will probably see the International Cornish Show at our fair. Last year real blooded cattle were shown (including fine dairy stock) and some hogs that were Florida bred; others from as far west as Iowa.

### Sea Foods Exhibit

Volusia County, from west to east, extends from the mighty St. Johns River to the Atlantic Ocean. Its extreme variety in production has given it the famed slogan of "Versatile Volusia County." Strong emphasis may be laid on "Versatility" when considering the exhibits from the east coast sections of the county. There are, beside a great showing of fruits, flowers and vegetables, sea foods—fish, oysters, shrimps, clams. Among the fish there are huge ones taken by sportsmen and the smaller but edible kind for this particular part of Florida is noted. Some exquisite specimens of coquina rock, so often noted in the finer homes of state, will be bound to attract, too. Rare fruit varieties, indigenous to the district, which is exceedingly tropical in its aspect will be on display.

### Women's Work

Such was the volume of display of the Volusia County Home Demonstration Bureau last year that the former poultry building will be turned over to them for this year's fair. A concrete floor will be added and it is felt that the additional space will allow for a most complete exhibit of preserves, jellies, juices, needlework, handicraft, garments, and dozens of other things for which the women of the county are noted. The old building which formerly housed the exhibit and the fine arts will be used for art purposes only. It has been known since the inception of the fair that the department of women's work was far too small for the purpose. The large display could not be given a creditable showing in the former crowded quarters. This time, however, space will permit the full showing of what has been justly called a real feature of the fair.

### Flower Show—Fine Arts

The Flower Show will be held for two days of the fair as it was last year. The showing, despite the most inclement growing weather, was very creditable indeed. Many exhibitors showed the most unusual taste in their grouping of colors, varieties and containers. This year this pleasing feature will be much enlarged, it is believed, owing to the fact that the exhibition is to be held later in the season. We raise wonderful flowers here and this coming show will attract much attention undoubtedly.

The Fine Arts Show will be under the same management as previously, which means that the product of Volusia county artists and sculptors will delight those of artistic taste. There will be an enlarged space for this show, too, and an entire building will be devoted to it. Pictures were shown that had taken prizes at famous exhibitions. They were the work of professional artists who live here among us. Beginners had some good pictures and other works of art. There is quite a colony of artists in the county and one and all take much interest in the success of the exhibit. This year will see some works far, far above what one would expect to see at a county fair.

### Varied Industries

Florida is supposed to be quite new in its development—at least so far as industries are concerned—so the person who views the industries shown here will be agreeably surprised to see the breadth and scope of them. This particular part of the fair is growing mightily as year succeeds year, but never were such showings made as will be this year. Space is being asked for constantly and surprising things have developed.

### Change of Date

The directors have definitely de-

# FLORIDA-ITS PRESENT AND ITS FUTURE

By A. S. Hunter

The following is clipped from a recent issue of the Christian Advocate published at Pittsburgh, Pa. It is one of the official periodicals of the Methodist Episcopal church with a circulation of 50,000 in the States of Pennsylvania, Ohio, New York and West Virginia:

In nine years' residence in Florida, I have learned some things about the state, but not near all. When North recently, I found people interested in the state, and especially from the angle of the "boom." Has it hurt the state? Will it hurt it?

Will it affect it as a winter residence this year? To each and all of these I most emphatically answer, "No!" Whether the psychological effect upon people in the North will deter some from coming to Florida is beyond human ken. But all that has made Florida attractive in the past is here now, and will remain here—the wonderful climate, the winter vegetables and flowers, the citrus fruit, the bathing beaches, etc. Fortunately these could not be plotted, subdivided, developed and auctioned. To these natural assets are being added some artificial ones which are not to be ignored. Florida is no longer a place of sand, pine straw, swamps and jungles. One can now motor over much of the state on smooth hard-surfaced roads and each year sees hundreds of miles added to the total. One can read,

added to hold the fair February 15 to 19th, or three weeks later than last time. This will be a date after the South Florida Fair in Tampa and enable the secretary-manager to continue the advantageous arrangement with the big acts that come here at a much smaller figure than would be possible if the date was not available to them either directly before or after the Tampa event.

### Special Days

There will be days in which the different districts are especially invited. At these times they can fraternize with old friends and acquaintances and by their presence boost the fair attendance and make of it what it has been called: "The greatest county fair in the south." Below is a list of the days as they are allotted:

Tuesday, Feb. 15—Children's Day, Garden Club Day, Lake County Day.

Wednesday, Feb. 16—Farmers and Fruit Growers Day, Seminole County Day.

Thursday, Feb. 17—Governor's Day, Indian River County Day. Hon. John W. Martin, Gov. of Florida, guest of honor.

Friday, Feb. 18—Fletcher Day, Halifax County Day, Hon. Duncan U. Fletcher, guest of honor.

Saturday, Feb. 19—Tourist's Day, North Volusia Day.

Throughout the week there will be running races and quite a few horsemen have signified their intention of bringing their strings here. On Tuesday and Saturday only races with local horses will be held. Negotiations are now on for some of the most famed outdoor attractions for the free daily hippodrome. This program will be given twice daily, at 2:30 P. M. and 7:30 P. M. Nightly fireworks attractions will be held and some set pieces never shown anywhere will be featured. There will be auto buses from all principal points in Volusia, Lake, Putnam, Seminole and Orange counties. All highways leading into DeLand will be open and the new paving completed quite a bit in advance of the fair.

As usual, the Johnny J. Jones Big Carnival Company will hold forth on the Midway. This entertaining and laugh provoking feature without which no fair would be complete, is this year bigger and brighter than ever, with many things never before shown in the South. Mr. Jones has lately acquired sole rights for some new riding devices that are said to outclass anything heretofore dreamed of and furnish thrills never before experienced.

The Fair Association is composed of men and women of all parts of the county. They are and have been working without salary and using their best endeavors to make this fair the success it deserves. The more than friendly co-operation accorded them has indeed been gratifying. There will be concrete floors placed in the Agricultural Building, the Woman's Building, (old Poultry building) and in all probability the new Poultry Building. The entrance is to be stuccoed in the unfinished places and ornamental gates hung. The entire Fair Plant is at present in wonderful condition. The paint is fresh and the ornamental plantings most attractive. Additional drainage has been completed and the new sidewalks will make all pleasant underfoot no matter what the weather conditions may be. This is the fourth year of the fair and a conservative appraisal gives the valuation at about a quarter million dollars. Undoubtedly this fair ranks second in the state and it is a product of and supported by Volusia County solely.

cook and heat by electricity in most of the towns. And Florida is now only getting into her stride. There are yet vast stretches of undeveloped territory waiting for brains, capital and push to lay them under tribute. In the nine years of my residence here, the development of the state has been almost like a fairy tale, and what will come in a like period just ahead cannot be conjectured.

DeLand is one of the smaller cities and scarcely representative but will serve as a sample, in a limited way, of what is going on over much of the state. In ten years the residential population has increased from 2,000 to 12,000 and two-thirds of that has been within the last three years. Within the last three years, \$3,000,000 has been invested in municipal improvements alone, and more than that in private homes and business. In the first eight months of 1926, the building permits aggregated nearly \$1,250,000. We had three public school buildings and within two years have expended \$150,000 in a new building and improvements. We are now spending \$600,000 in enlarging the system of public school buildings. The state provides free textbooks. The banks and post office show a steady growth in business and finances. With several hotels from good to the best, another large one is now under construction. Each of the churches has recently made substantial additions to its buildings, and one is now erecting a home at a cost of \$100,000. These things show the faith of the residents, the taxpayers, etc., in the future of the town and of the state; for the future of any town is indivisible from that of the state. Please remember that DeLand is mentioned only as a sample, because I know it better than any other place.

But, what about the "boom"? It has collapsed and we are glad. We did not want it. It was wished on us. It did us little good, and even less harm. A year or more ago, the state was invaded by some land sharks and it looks like a concerted thing. Their only business here was to "make a killing" and make a fortune. Who the victim or victims should be, or by what method they should be victimized, interested these gentry not at all; only so that he was numerous and fat. They resorted to unscrupulous high pressure sales methods, and they caught some unwary and not too unscrupulous suckers. Prices, not values, skyrocketed. Of course, what goes up will come down. A lot of folks plunged and some succeeded. It was usually a gamble for a quick turnover and huge profits; and the last one is still holding the bag. Men who get hooked when trying to hook the other fellow deserve and receive scant sympathy. Most of this inflation was in a few localities, and those who escaped its corroding touch are thankful.

If you wish a pleasant winter home in a salubrious climate and amid congenial environment, Florida is now all that it ever has been and some more. If you think of investing, look before you leap; do not buy a pig in a poke. Do not trust any real estate agent or firm but make a personal investigation. Some men and firms are honest and trustworthy, and some are not. Blue prints do not show swamps and bogs. You will not risk much in buying a home, provided you do not pay an exorbitant figure. As to grove, truck or farm property, go slow! There is big money in them for the fellow who knows how, and opportunities for great loss for the one who does not know how. Being a successful farmer or orchardist in the North and the same in Florida are two different things. Don't imagine that you can come here and show the old-timers how to grow oranges or cabbage. You will need an understanding of conditions here. If some one tells you a hard-luck story of investment in Florida, the probability is that he did not exercise good judgment. Be sure and do better.

## YOUR CREED

What epitaph would you like to earn? Have you ever thought of this? The finest things that can be said of a man when he passes on to other worlds are these:

He did his job the best he could. He was just to his fellow men. He had high aims and held to them. He kept close touch with all that is finest in word and deed. He fought staunchly and never accepted defeat. He took his losses with a cheerful grin. He played life's game clean and he played it fair. He kept his sorrows to himself and shared his joys with his friends. He served—always giving of his noblest and his best. Because of him other men took courage. He made of life a brave romance.

## TOURISTS IN DELAND

Thirty-four states, Canada and the District of Columbia are represented at the automobile camp here, according to information given the Chamber of Commerce.



# DE LAND DREKA'S FLORIDA

Since 1878

One of Florida's Leading Department Stores



THE DREKA BUILDING

A thoroughly modern fireproof block in which are located

**DREKA'S DEPARTMENT STORE**

The largest and most up-to-date Department Store in Volusia County

—and the—

**Dreka Realty and Development Co.**

Everything in Real Estate

We go a long ways to gain a customer  
We go further to keep him satisfied

**G. A. DREKA & COMPANY**

## V. W. Gould Agency

DeLand's Pioneer Agency

## REALTORS INSURANCE

We handle Florida realty of every kind,  
and offer the services of an agency backed up  
by twenty years of experience in this field.

DE LAND, FLORIDA.

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Would this sum be spent in or about any other than an established city? Would it be spent as a stupendous gamble over problematical districts? Hardly! DeLand is fifty years old. It has stood and progressed through a half century with never a slip backward. DeLand the durable! Where every step has been carved out of granite; where production has been established and where safety, conservatism and sanity has ruled for fifty years.

There is a certain rock we are asked to cling to in a sweet old song. Many people who came to Florida either forget the lesson taught therein are are carried away by thought of riches gained in speculation. And again there are others who believe all Florida is a speculative venture. Fallacious theory, for it is as erroneous as it is silly, and betrays nothing more or less than a lack of knowledge of the solid productive districts of Florida! There are more than a few million acres of land susceptible to production of fruit and vegetables producing winter vegetables now—in season—to the extent that production alone could pay the vast budget mentioned as Florida's own in three years' time! Mull that over and consider DeLand's part in it all. And please make a study of all Florida before you buy, or build or settle. Look over the advantages for the better raising of your family in spiritual and educational ways. Consider the beauty, health and accessibility of the city you are attracted to—and more, investigate the people among whom you are about to cast your lot for better or for worse. If you do this you will undoubtedly be attracted to the fundamentally sound places of Florida—among which the City of DeLand undoubtedly stands in a high position.

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Citrus trees must have future support in the ground before they are planted, if one expects a successful grove. A stock raiser would be foolish if he brought to his ranch a herd of stock without first having food ready. And never, never, would a man build a boat without water to run it on—unless he intended to transport it someplace else. Then why build a home, that one thing which means so much to all mankind, without a supporting background? To the home-builder in Florida there is food for reflection here. To those who think in terms of climate, sunshine and play, there should be something deeper, for posterity must be considered, else the foundation of our future would be of no more account than tissue paper stilts. It would be a sad mistake for anyone to consider Florida as a fleeting thing—an enjoyable froth—a playground merely. This is a workshop of the finer kind where things are in the making that are attracting the astonished attention of the world, and this statement bears directly on production and things of commonwealth nature solely.

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## The Fountain of Eternal Youth Is Yours to Bathe in—Live Beside

### Ponce de Leon Springs

("Where Florida Began")

WITH its romantic and authentic history running back to 1504. Ponce de Leon Springs today is a sound and substantial development wherein unsurpassed beauties and advantages are the natural surroundings of modern homes and paved highways.



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THE crystal clear mineral waters of Ponce de Leon Springs provide all year-bathing at a constant temperature of 70 degrees. Fine hotel accommodations at reasonable rates if desired. Cuisine of the best.

IF you desire rest, recreation and renewed zest, you can find them amid the sun-warmed hills and lakes of Ponce de Leon Springs.

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Ponce de Leon Springs Syndicate  
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Open All Year

Golf—Boating—Bathing—Fishing

Finest Swimming Pool in the World

Rates Reasonable

R. H. PORTER, Manager

The location and accommodations of our hotel, together with the numerous points of interest that may be reached by splendid roads, makes this the finest tourist proposition in the entire state. A friendly call will give us the opportunity to prove all that we claim.



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A. C. GRAW, PUBLISHER

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211 So. Alabama, DeLand, Florida

SPECIAL NOTICE

Copies of this issue can be obtained of the DeLand Chamber of Commerce which has bought 6,000 copies of the paper. Thanks are due the Chamber of Commerce for their hearty support, as well as to the advertisers who have subscribed liberally to our advertising space.  
—THE PUBLISHER.

THE QUESTION OF CLIMATE

There are more people in Florida because of our equable climate than for any and all other reasons combined. This may be called a sweeping assertion, but we believe it to be true.

A northern man once said to me, "You fellows down here raise an awful racket over your climate. Is that all you have?"

"No," was the answer, "but are you fellows willing to say in your advertising that you have everything but climate?" Of course they were not. "If you ain't got any climate you needn't come around." This is the notice the average tourist serves on the realty salesman—the high power boys as well as the little fellows.

During October, 123 California touring cars containing 440 passengers crossed the St. Johns river bridge. In all about 1,000 Californians came into Florida during the month of October. It would be interesting to know what these far western friends think of our state. Some are candid enough to say we have a fine proposition here—but

But corner them a minute and hold them down to actual facts and all will admit—some grudgingly—that Florida has the world beaten on the score of climate.

Florida gladly welcomes tourists from all the states, especially from California. There has always been a friendly rivalry between these states, each of which cheerfully admits that the other is a good second.

Florida's winter climate is unchallenged the world over, but there are a lot of people in this neck of the woods that think the summer climate is equally as good.

YES, THE TOURISTS ARE COMING!

In conversation with a pessimistically-inclined business man he said: "Yes, the outlook is good for this stage of the season, but the tourists—are they going to come as of yore?"

Volusia County welcomes the tourists with open arms but does not make them their sole dependence in a financial way. Long before the tourist business had grown to its present proportions Volusia County was busy in building up a solid constituency in which conservative ideas prevailed. It was this very attitude that first induced the tourists to come here. And it is the continuance of this policy that will continue to bring them here in constantly increasing numbers.

The State Chamber of Commerce keeps men stationed at the bridge at Jacksonville to take the record of the cars passing through. Only tourist cars are made a matter of record.

Record of tourist cars and passengers passing over the Jacksonville bridge south-bound during the month of October, 1926:

	Cars	Passengers...
Alabama .....	302	1067
Arizona .....	6	22
Arkansas .....	18	78
California .....	123	440
Colorado .....	39	127
Connecticut .....	121	418
Delaware .....	19	74
Georgia .....	2031	7679
Idaho .....	9	34
Illinois .....	287	1084
Indiana .....	294	1107
Iowa .....	56	214
Kansas .....	18	67
Kentucky .....	140	508
Louisiana .....	58	187
Maine .....	64	255
Maryland .....	97	386
Massachusetts .....	263	994
Michigan .....	330	1270
Minnesota .....	110	409
Mississippi .....	93	319
Missouri .....	76	252
Montana .....	4	16
Nebraska .....	20	78
Nevada .....	3	11
New Hampshire .....	51	197
New Jersey .....	367	1384
New Mexico .....	6	18
New York .....	877	3218
North Carolina .....	423	1549
North Dakota .....	3	9
Ohio .....	477	1761
Oklahoma .....	27	93
Oregon .....	11	33
Pennsylvania .....	532	2056
Rhode Island .....	43	153
South Carolina .....	370	1397
South Dakota .....	5	11
Tennessee .....	253	994
Texas .....	72	234
Utah .....	4	12
Vermont .....	43	167
Virginia .....	190	597
Washington .....	24	75
West Virginia .....	53	217
Wisconsin .....	106	324
Wyoming .....	5	23
Canada .....	20	68
Dist. of Columbia .....	83	287
Totals .....	8626	31976

This total of 8,626 does not include:

- (1) Tourists going by way of Green Cove Springs.
- (2) Tourists going by way of Lake City.
- (3) Yachtsmen coming by boat.

It is estimated that tourists coming by the ways enumerated above will bring the grand total of cars to at least 15,000 and passengers to 45,000.

This answers the question as to whether the tourists will come. They are coming already in constantly increasing numbers. If they make a record like this in October, what will the harvest be in January and February?

# The First National Bank

DE LAND, FLORIDA

*The oldest and largest National Bank  
in Volusia County*

MEMBER FEDERAL RESERVE SYSTEM

Commercial Banking In All Branches

SAVINGS—TRUST—INVESTMENT DEPARTMENTS

**RESOURCES \$3,000,000**

We solicit your patronage and offer every courtesy consistent  
with our well established plan of responsible banking.

## Mortgage and Acceptance Corporation

OF DE LAND, FLORIDA

*Authorized Capital \$500,000*

148 West New York Avenue

## VOLUSIA COUNTY'S BANK DEPOSITS AND RESOURCES

	Deposits	Resources
First National Bank, DeLand .....	\$2,598,573.86	\$2,997,965.36
Volusia County Bank .....	4,340,298.76	4,676,545.41
Merchant's Bank and Trust Co. ....	6,234,090.97	6,698,551.74
Daytona Bank and Trust Co. ....	1,151,904.38	1,389,708.11
American Bank and Trust Co. ....	1,071,396.57	1,260,256.37
Atlantic Bank and Trust .....	790,496.12	1,072,696.33
East Coast Bank and Trust .....	1,249,518.74	1,549,421.53
First National Bank, Daytona .....	941,107.29	1,050,533.92
State Bank, New Smyrna .....	1,608,434.63	1,852,343.30
Fidelity Bank, New Smyrna .....	1,198,978.18	1,322,519.49
Bank of Ormond .....	510,000.00	550,000.00
TOTAL .....	\$21,694,799.50	\$24,420,541.56

*A Splendid Exhibit*

## A SPECIAL INVITATION

To the 1500 Bank Directors in the City of Philadelphia, and Ocean County, New Jersey:

The undersigned desire to call the attention of Bank Directors especially to the advantages of Volusia County as a place for permanent winter homes, or for investments. Here we have a section already well supplied with modern improvements which, with the natural attractions, make a most desirable proposition no matter from what standpoint it may be viewed.

The fourth County in the State as regards wealth and commercial development, it appeals with special force to conservative investors, as well as to those who are looking for homesites where development is already far advanced from the primitive stage. It will be our privilege to answer all letters of legitimate inquiry, when accompanied by an addressed and stamped envelope; or better still, if you will come in person you will find the "latch-string out" and a hearty welcome awaiting you at the subscribing banks here in named.

FIRST NATIONAL BANK, DELAND.

VOLUSIA COUNTY BANK, DELAND.



## DeLand, a City Of Destiny

By Frank Whitman

Three hundred million dollars is the budget that Florida has for added railway construction, improved waterways, highways, state county and city building! This vast sum is ready and the work is going on. Does anyone know of anything so stupendous in this or any other country? Can historians dig up a counterpart of it in all the world's history—for peace-time expenditure? Save your brains, for it is a record that may stand till the end of time. It has been computed that this huge construction program will last over a period of years (at least a dozen) and in that time what additions may come? Contributing her share to this budget the City of DeLand stands out with all the brilliancy of the star of destiny, for during the year of 1926 alone there will be spent the more or less modest sum of \$15,000,000 in the city and within a radius of 12 miles. Twelve million dollars in construction has already gotten away to a good start, and purely local construction of two new hotels, some business blocks and merely a continuance of last year's program of home building, which consisted of 672 new homes alone (after being badly handicapped by embargoes on building materials), will mean well over the sum mentioned.

Would this sum be spent in or about any other than an established city? Would it be spent as a stupendous gamble over problematical districts? Hardly! DeLand is 50 years old. It has stood and progressed through a half century with never a slip backward. DeLand the durable! Where every step has been carved out of granite; where production has been established and where safety, conservation and sanity has ruled for 50 years.

There is a certain rock we are asked to cling to in a sweet old song. Many people who come to Florida either forget the lesson taught therein or are carried away by thought of riches gained in speculation. And again there are others who believe all Florida is a speculative venture. Fallacious theory, for it is as erroneous as it is silly, and betrays nothing more or less than a lack of knowledge of the solid productive districts of Florida. There are more than a few million acres of land susceptible to production of fruit and vegetables producing winter vegetables now—in season—to the extent that production alone could pay the vast budget mentioned as Florida's own in three years' time! Mull that over and consider DeLand's part in it all. And please make a study of all Florida before you buy or build or settle. Look over the advantages for the better raising of your family in spiritual and educational ways. Consider the beauty, health and accessibility of the city or district you are attracted to—and more, investigate the people among whom you are about to cast your lot for better or for worse. If you do this you will undoubtedly be attracted to the fundamentally sound places of Florida—among which the City of DeLand undoubtedly stands in a high position.

**A Little Common Sense**  
Citrus trees must have future support in the ground before they are planted, if one expects a successful grove. A stock raiser would be foolish if he brought to his ranch a herd of stock without first having food ready. And never, never, would a man build a boat without water to run it on—unless he intended to transport it somewhere else. Then why build a home, that one thing which means so much to all mankind, without a supporting background? To the home builder in Florida there is food for reflection here. To those who think in terms of climate, sunshine and play, there should be something deeper, for posterity must be considered else the foundation of our future would be of no more account than tissue paper stiffs. It would be a sad mistake for anyone to consider Florida as a fleeting thing, an enjoyable froth, a playground merely. This is a workshop of the finer kind where things are in the making that are attracting the astonished attention of the world, and this statement bears directly on production and things of commonwealth nature solely.

**City With An Ancestry**  
DeLand is one of the most impressive cities in Florida. Coming into it brings a restful feeling—just like donning the old slippers and dropping into the favorite easy chair, with the pipe and newspaper. You can't escape this impression no matter what your cares may be. A blanket of peace is thrown over you by the magnificent old trees that spread their protecting branches across your way no matter from what direction you may come. You unconsciously realize you are now in Florida at its best—the fabled Florida—of which you had undoubtedly formed opinions in the midst of searing, soul-trying winter of the north. Right then you may comfort yourself with the thought that there is a reason for what you see, a foundation under it that has been fifty years in the making. Perhaps you have heard the siren

songs: "We are going to have," and "the plan calls for," etc? DeLand doesn't sing that sort of ditties. It doesn't have to for it is an arrived city, and not a "maybe" one. A half century of building is here offered for your consideration.

### "The Athens of Florida"

Education, which, defined, means acquisition of knowledge, elevated man from the cave period of the world and, while so doing, changed his mode of living and his morals. It taught him cleanliness, better ways of acquiring food and—eventually—art, which can hardly be other than soul expression. So, while it improved his condition physically, it gave him soul expansion. Indeed, education is the most important thing in the curriculum of life. The value of education has been established and needs no argument—which fixes beyond a doubt the advantages of the educational institutions of DeLand. Of international repute is Stetson University, housed in seventeen fine buildings. The college is co-educational and this past season the attendance averaged nearly 800 students of both sexes. Stetson is the result of the vision of Henry A. DeLand, who gave practically his all toward the establishment of "DeLand Academy," the first name of the University. Finding through reverses that he would be unable to carry on, Mr. DeLand enlisted the aid of John B. Stetson, Sr., of Philadelphia, who gave liberally of his time and money, and the result we have today in DeLand's foremost educational institution.

The public schools are so good as to be most unusually so. All grades are taught in the most modern way and the high school has all the advantages of any in this country of ours. The branches taught cover the widest scopes and nothing has been omitted to make the public schools rank high. There are private schools, also, where neglected studies may be taken up or special courses indulged in. The college, public and private schools gave DeLand its slogan, "The Athens of Florida," which means more than just an attractive series of words, as it has a foundation in actual, existing things.

DeLand is located on a series of hills with well-nigh perfect air and water drainage. It is a thickly-forested area with tall pines predominating. Health conditions, which attract so many people to the state, could hardly be better anywhere. There is water of the purest, standing all tests for clarity and tastelessness, furnished from a series of deep artesian wells. The hills are clean and windswept. There is a hint of the salt tropic seas in the air. Gorgeous flowers of the tropics grow in riotous way and the trees tower high into the bluest of skies. At the edge of the townsite on the west lies the "brooding St. Johns," the Spanish records tell of the Indian Chief "Mayaca," who ruled over a vast territory on "big waters," and that both Spanish and Indians sought the safe living conditions which are here. Traces of their occupancy are plain in the vicinity of this city.

### DeLand Is A Seaport

Located as the crow flies about twenty miles from the Atlantic, DeLand is nevertheless a seaport. Possibly many visitors to Florida do not give thought to this phase of the city's advantages. The St. Johns furnishes a wide-open route to the sea and the ports of the world and Clyde Line steamers make six trips a week each way between DeLand and Jacksonville. Here again is a phase of DeLand on a solid foundation with nothing problematical about it, for this way into central Florida has been used to transport passengers and also freight for nearly a century. Before the coming of the railroads about 65 boats of all classes were engaged in water traffic into this part of the state. The river trip is nothing short of sublime, owing to the tropical growth along its banks and exquisite coloring in the verdure throughout almost the entire length of the voyage. DeLand landing is right in the edge of the new townsite of Greater DeLand and is reached all the way over the best of paving.

### Safeguarded By Production

There are no stilts under DeLand prosperity and no propping up under a stimulus of inflated values due to speculative buying. This sentence is worthy of deep thought and is also a true statement susceptible to ready substantiation. Here is what the deliver after knowledge of the district will find. There is actual soil production in the near vicinity to support a city three times the size—saying nothing at all about the other industries. This is but a casual reference to the foundation of DeLand undaunted, unembellished. Citrus fruits are the most important of the industries and the average production, based on a period covering the past five years, is well over \$1,000,000, figuring on car lot shipments through the packing houses alone—not including express and mail shipments. This is the largest shipping point for tangerines in Florida—probably the world. Second in importance are vegetables, much of which are sold locally. New things are coming in constantly, the most promising of them being bulbs. Last season 3,000,000 paper white narcissi were the crop and 11,500,000 are now planted. There is no record of the

## THE JOHN B. STETSON UNIVERSITY OF DE LAND

Stetson University was conceived as an institution where education might be gained under Christian influences and ideals. From the start it has been a home for young men and women. There is no sectarian teaching. But the founders, Henry A. DeLand and John B. Stetson, were anxious to have Christian men and women as professors. Agnostic and unchristian ideals have never been allowed to root at Stetson. Parents sending their children to this university are assured that everything will be done to make character the first aim in education, and that nothing will be omitted that will make the students worthy and honorable. Patrons and students are required to co-operate to this end, and to accept such restraints as are deemed necessary to attain this purpose.

### LOCATION

The university is located at DeLand, Volusia county, Florida. It is about one hundred miles south of Jacksonville and twenty miles from the east coast. It may be reached by the Atlantic Coast Line Railway, the Florida East Coast Railway, or by steamer on the St. Johns River from Jacksonville. The site was chosen because it is on high pine land in a rolling country, not close to any water, running or standing, in a section remarkable for its healthfulness, amid orange groves, native pine woods and well-kept lands.

### CLIMATE

The climate of DeLand is glorious. It is a hard land of blue skies, balmy air and sunshine in January. It is a land where summer recreations run through the winter, where flowers bloom in December, January and February, and one may hear the song of the mocking birds and welcome the south winds blowing up warm from the Gulf or the Atlantic. Students who are unable to attend school in the north during the winter find it possible to pursue their studies here regularly and constantly improve in health. The high standing of the University enables a student to do his work without loss of time. Many northern families have established homes here because of the climate, the modern conditions of DeLand, and the University.

### THE CAMPUS

The campus of thirty-three acres is situated on high land in the northern part of DeLand, just a short distance from the business center. The seventeen buildings are grouped on this campus. It is intersected by Woodlawn Boulevard and Minnesota Avenue, and is bounded by a number of streets. The Boulevard is very wide, with beautiful oak trees on each side of a finely-paved road. Both sides have cement walks.

### THE PROPERTY

The university owns a very beautiful property. It is well-housed in buildings erected in this chronological order: DeLand Hall, a servant's cottage, Stetson Hall, the President's House, a Gymnasium, Laundry, the central portion of Elizabeth Hall, the Academy wing of Chaudoin Hall, the College wing of Chaudoin, the Auditorium or south wing of Elizabeth Hall, the north wing of Elizabeth Hall, East House, Science Hall, the Central Heating and Lighting Plant, the Carnegie Library, Conrad Hall, the new Dormitory for College Men, and the Cummings Gymnasium.

These buildings and their equipment originally cost over \$400,000 and are now worth over a million dollars. The University possesses in addition about \$1,023,000 in endowment, which is well-invested, an endowed library of thirty thousand volumes that is growing rapidly and a separate law library. It has a beautiful chapel with costly furnishings, including stained-glass windows, seven oil paintings and a \$10,000 pipe organ; a comprehensive and well-arranged museum, ten laboratory rooms for chemistry, physics, biology, bacteriology and general science, a large assortment of costly appliances, well-equipped iron and wood working

failure of bulbs in this part of Florida. Grapes and blackberries have gotten away to a good start, taking kindly to the soil, climate and average rainfall, and can truly be ranked among the foundation assets of DeLand.

### Actualities Beat Promises

No man may pay his bills and support his family on visionary things. The principle involved is the same as that developed in efforts to live beyond one's income a smash will come sooner or later. DeLand's solidity in financial way is exemplified by the fact that bonds for city improvements taken by a conservative banking house of New York City at a price that established a record for the South. The two banks of the city have on deposit well over \$8,000,000 and these are Florida dollars safeguarding the interests of this, the durable city. A saner city there is not in all Florida and for this reason alone, if there were no other, those here now or those who are coming should place DeLand on their itinerary.

shops; a spacious athletic field, indoor gymnasium apparatus, running track, tennis court, baseball diamond and football field, and has nearby facilities for golf, swimming, rowing and other sports.

The University is equipped with electric lights, electric bells, steam heat, cement walks, brick roads, broad avenues and trees.

### A Standard

John B. Stetson University was affiliated with the University of Chicago in 1897 and remained in vital organic relation with it until 1910, a period of fourteen years. The same standards for admission and for graduation were maintained in both. Stetson has never receded from that high standard. In 1913, the proceedings of the Southern Association of Colleges gave Stetson credit for maintaining the highest standards in the entire south. Stetson is an active member of the National Educational Association of Colleges and is on the list of accredited colleges, issued June, 1921, by the Southern Commission on Accredited Schools.

Officers Administration and Instruction—Lincoln Hulley, Ph. D., Litt. D.; Charles S. Farriss, A. B., D.; G. Prentice Carson, A. M., LL.D.; Abby Dyer Allen, A. B., M. D., Dean of Women; Clifford B. Rosa, Bursar.

## Railroad And Water Freight

No community can prosper without adequate facilities for carrying freight. Rail freights are quicker, but more expensive than water freights. In the last few years there has been an enormous expansion in truck drawn freights which has aided immensely in transportation problems.

In a locality where there is much new building and repairing a steady and increasing strain is put on all forms of transportation, making necessary careful and skilled management. Even with this there has been times when the handling of freight formed a most perplexing problem.

With a river of the size of the St. Johns so near our doors there seems to be a logical way out of these troubles. Already the tonnage carried on this river is of great dimensions, but capable of indefinite expansion. A good many careful students of this problem believe water freights will furnish a solution for this important question. It has only been a short time since the failure to make reasonably prompt deliveries of building materials caused the loss of valuable new contracts.

It will not be very long before the roads between here and Jacksonville will be sufficiently improved to permit of a large increase in truck transportation. The road from here to Palatka is in fine condition, while extensive repairs and improvements are being made north of that city, such as will make the rest of the 120 miles between DeLand and Jacksonville usable for all purposes.

Until that time comes it will be well to look carefully into new adjustments that will make feasible a large increase in the carriage of water borne freights. All Volusia county is growing rapidly and unless something is done to provide for the demands of future, we will lose valuable building contracts because of our inability to handle freights in a satisfactory manner.

All the foregoing relates to the transportation of non-perishable merchandise. How about the natural growth of the citrus business? This industry is of immense value to our county and is growing rapidly. It must be looked after carefully or the county will be the loser.

The railroads naturally will have to handle the bulk of the perishable freights, but there is no reason why more of the non-perishable merchandise could not be handled by boats, thereby relieving the strain on the rail carriers.

Quicker freight deliveries should be made in order to preserve the quality of our citrus crops.

### SEEING STARS

The astronomer of the St. Augustine Record says:

"Mercury, the smallest planet of our solar system, practically never visible in any part of the United States outside of Florida, now may be seen in the West immediately after sunset. It appears as a bright first magnitude star and may be identified easily as appearing in the same position as the sun. The reason Mercury is practically invisible is that it never is more than 16 degrees twilight. In regions near the equator extending as far north as the southern tip of Florida the twilights are so short that Mercury may be seen for probably half an hour before setting.

The planet is only 35,000,000 miles from the sun, the closet of the planet. It is thought to be a burnt up cinder without life, water or atmosphere."

## Volusia County Poultry Industry

By E. W. BROWN

The district of DeLand has been blessed by nature with many of the essentials to successful poultry culture which are obtained by the northern poultry breeder only after the purchase of costly equipment and the expense of much time and labor. I refer to a year-round supply of green feed highly essential to a heavy egg yield, an equable year-round climate eliminating the heating of poultry houses of expensive construction, costly freeze-proof drinking fountains and a climate assuring an egg production when the markets are best in the winter months. Our geographical location as a poultry producing center is most advantageous, being in close proximity to the country's markets, with both water and rail transportation. Then again the heavy influx of tourists and winter residents each season provides a most excellent home market never over-supplied during that time when prices usually top the best New York quotations for both poultry and eggs, and saving the DeLand poultry breeder the expense of consigning to distant markets—which includes the cost of the container, packing, transportation and broker's commission.

Two of the objections set forth by other sections of the country against Florida are small egg yield and slow development of size of the birds. This is purely mythical, for we have indubitable proof to the contrary in official tests made at different points of the state and will be glad to submit them to persons interested.

State-wide co-operative associations are functioning successfully in Florida at this time, and have been organized for the marketing of poultry and eggs, and the by-products, such as manure and feathers, along the general lines of an organization such as the Florida Citrus Exchange. Perhaps the case of Volusia County will define this status more definitely: Early in 1922 a co-operative poultry association was formed. The plan was to market three times a week their clean fertile eggs of uniform size, shape and color; fully up to the standard of 24 ounces to the dozen. Soon these eggs were in demand at prices four cents a dozen over the market quotations, and the so-called fresh Tennessee eggs and the cold storage eggs of doubtful origin and more doubtful age, went begging at any price, astounding the county agricultural enumerator, who learned that in 12 months the value of the Volusia poultry industry had increased over four hundred per cent. Apply this to the state and behold one of Florida's greatest money crops. A crop saleable at home, not entirely upon the fluctuations of a fickle market, a standard food commodity in every sense, a necessity, not a luxury.

Poultry need not be specialized in to the exclusion of other lines of agriculture. Any fruit grower, trucker or farmer of the back-country can provide a better table for his family and a source of pin money for his wife by maintaining a small flock of standard bred poultry. Mongrel fowls should never be tolerated, as they are poor producers as compared to standard breeds, and as breeding birds and producers of hatching eggs have no value whatever. And never can the owner take pride in mongrels that a fine flock of standard bred inspires.

Some time ago I visited a large Florida estate where one of the projects was an 80-acre orange grove. Throughout the grove were spots of two acres each in which the trees were thrifty, much larger in size, and bearing more fruit than the remainder of the grove. Upon mentioning this fact to the estate manager he accounted for it by stating that in the center of these places negro field hand cabins were located and each family had a flock of hens that foraged in these spots, providing nitrogen that caused the thrifty growth. He stated further that he believed it was a great advantage to any fruit grower to have poultry ranging through it.

Poultry is not confined to chickens. Ducks and geese are very profitable in this section, where water and green feed are plentiful. Florida is the native habitat of the turkey and large domestic flocks of this variety do well where ample range is available.

Florida poultry shows bring gaps of amazement from the well-known judges who journey here from America's poultry centers to place awards of these shows, for little did they dream when accepting the engagements that such quantity, high quality and great variety of standard bred poultry would confront them upon their arrival as is produced by Florida breeders and exhibited at these shows.

The old sow may be a "mortgage lifter," but there won't be any mortgage to lift if a good standard bred flock of poultry is maintained on a farm with a sow. Mighty is the crow of the cock and remunerative the cackle of the hen in Florida!

## FLORIDA STATE COMMERCE CHAMBER NEWS SERVICE

"Florida's municipalities should proceed to strengthen their assets before further increasing their liabilities," warned Edward W. Lane, president of the Atlantic National Bank of Jacksonville, in a striking address before the Cooperation Conference of the Florida State Chamber of Commerce. "Counties and municipalities," he said, "should set a conservative standard for private capital, which can be relied upon to follow their lead."

Mr. Lane compared Floridas real estate boom with the operations that invariably precede violent declines in the stock market. He said the same type of gambling and manipulation which forces stock quotations to dizzy heights characterized the operations of many of those who were to all practical purposes gambling in Florida real estate. The Jacksonville banker pointed out, however, that when stock market prices crashed judicious investors who had faith in the securities they had purchased stood their ground and that invariably the securities of sound concerns weathered the storm and came back to their proper level. The same principles, he maintained, hold true in the case of Florida investments.

"The assets of a community can only be strengthened," said Mr. Lane, "by adding to its resources. Insofar as municipal and county obligations are concerned, we must always bear in mind that the maturity date comes sooner or later and that the evil day when payment must be made eventually will be upon us. It behooves every municipality, therefore, immediately to begin to take inventory. Municipalities, following the example of well managed corporations, at once should begin to eliminate unnecessary expense and sharply curtail extravagances in operation."

"In far too many instances municipal and county financing, not only in Florida but elsewhere, can be likened to the practice of carrying water in wicker baskets. Funds are wasted in gathering and slop over in carrying. There are municipalities which operate as though they believe public revenues can be drawn from an inexhaustible financial ocean. Such is not the case, public revenues bear a very close relation to private income. We do not collect the funds with which to retire outstanding municipal obligations from some financial sea, we collect the public revenues out of the pockets of our citizens."

"Extravagance in public expenditure sits down as a companion at the breakfast table with the American citizen, whether he is rich or poor. When public money is wasted private resources are dissipated."

"In many of our counties and municipalities we have issued bonds for improvements, bonds for maintenance and, in some cases still more bonds for reconstruction. We have in many instances the continuing evidences of our public debt long after the improvements, which the debt represents, have disappeared. If we were to do nothing else we should immediately determine that every debt contracted for any public improvement shall be paid during the life of that improvement."

"In a majority of instances the proceeds from bond sales have been wisely expended. I believe that it is particularly true so far as highway improvements under state auspices are concerned. It may be that more money is necessary for improvement but which our present commitments are fulfilled it is the part of wisdom that we deny ourselves further luxuries until adequate provision has been made for our debtors. The time has come to see to it that proper provision is made for the establishment of sinking funds and that all municipal budgets be prepared and maintained with a view of retiring outstanding obligations."

"We cannot expect to make progress, we cannot even expect to escape calamity, if we reprove public officials when they practice economy and applaud them when they follow the ways of extravagance. The time has come to make it known that Florida's citizenry demands retrenchment and conservation of public expenditure, that it wholeheartedly supports honest public officials, that it demands equalization in taxation and insists upon the honest and efficient administration of the office of tax collector and assessor."

"I believe that in these particulars we should inaugurate a policy at this Cooperation Conference and blazon the fact that industry and thrift are Florida's outstanding requirements, admitting that there will be great need for these qualities while we are effecting the necessary readjustments."

"During every period of deflation, and let us frankly acknowledge that is what Florida is now experiencing, men everywhere are inclined to turn to government as a saving agency. They seek the aid of public executives in the expectation that they can protect the citizen from private follies. This is a mistake. There never yet was any method devised whereby mis-

takes could be legislated into success.

"We will get nowhere unless each one of us realizes that we individually must help find the money with which to discharge mounting public obligations. The present is especially a period during which we must strive for unity through organization, for unity as a means of securing a release from a somewhat unhappy situation. This is the time for the elimination of cross currents in our personal endeavors. We have in the State Chamber of Commerce an organization which provides the fabric of our essential unity and through this organization we can make a wise beginning in the solution of our very immediately pressing problem."

"We will not have fulfilled our duty to Florida, to our counties and municipalities or to ourselves until we have so ordered our public affairs that every bond issued in Florida will find an eager purchaser at par. It is not compatible with the dignity of our state, with the strength of our financial institutions or the general basic stability of our business that our securities should be offered upon the market at figures which are in themselves a proclamation of inherent weakness. And in setting this standard we are not attempting a task impossible of accomplishment. Rigid economy and the application to public affairs of common sense and ordinary business judgment will effect the rehabilitation which is now a matter of supreme importance."

"I have complete faith in the outcome of our program of readjustment and I insist that we should not shrink the use of the word. The way to readjust is to readjust."

"Now as a forerunner of our stock taking and incident to a period of readjustment, permit me to give you some facts and figures that should be reassuring and inspiring."

"On July 1, 1924, the National banks in the state of Florida made the following consolidated report:

Capital	\$ 9,740,000
Surplus	4,036,000
Undivided Profits	2,469,101
Deposits	153,791,000
Resources	167,716,000

and the State Banks:

Capital	\$ 13,323,000
Surplus	4,516,403
Undivided Profits	3,990,000
Deposits	158,708,547
Resources	179,046,923

"On July 1, 1926, the National banks in the State of Florida made the following consolidated report:

Capital	\$ 15,200,000
Surplus	9,776,000
Undivided Profits	3,990,000
Deposits	303,577,000
Resources	342,582,000

and the State Banks:

Capital	\$ 18,882,500
Surplus	11,385,117
Undivided Profits	6,725,163
Deposits	331,057,662
Resources	370,772,065

making the combined resources in 1924 amount to \$346,762,923. In 1926, six months after the collapse of the real estate boom, the total resources amounted to \$713,354,065 or an increase of more than one hundred per cent into two years. No doubt these figures will be a surprise and a revelation to my listeners, but they are cold facts.

"This is a concrete picture of our financial status. The member banks in Florida now have on deposit with the Federal Reserve Bank in Atlanta nearly thirty per cent of that institutions total deposits while they are borrowing only one and a half per cent of the total that the Reserve Bank has loaned. This indicates that we have ample capital in this state for the time being, the proper development of legitimate commerce and all we need, therefore, as previously mentioned, are convincing evidence that the substance of things hoped for is seen on every hand."

"Just here let us remember Kipling's suggestion in his poem, that the way to success is to 'keep your light so shining a little ahead of the rest' and keep everlastingly on the lookout for a better way to do things. Let us use Printer's Ink liberally, but when we proclaim our virtues to the world let us be sure that we at all times keep in mind two of the greatest words in the English language, 'Truth' and 'Justice'. That is all we ask—Justice—and asking it we must concede it. We must be just to ourselves; we must be just to the generation which succeeds us; we must be just to our debtors; we must be just to the great state of Florida and make certain that no discredit is cast upon her name through any action of ourselves. No individual no community is just who does not take every possible precaution to be financially sound. No community is just if it contracts a debt in the hope that a chance, or fate, or luck, will make payment possible. I have faith in Florida. Her potential resources are so vast and so varied that in the long run we could not ruin her even if we tried, but we can handicap her. We can place barriers in her path, and it is for the elimination of these barriers that I plead today."



## LOCAL BUSINESS MEN VS. MAIL ORDER FIRMS

An investigation made in one of the small towns in South Florida showed that \$1,000 a day was being sent from the local post office to out of town business houses, more than half of whom were selling in competition with local dealers.

The big mail order houses got over \$500 a day out of this one town.

Ten years ago the writer made an investigation along the same line and in the same town and his figures showed that even at that early date over \$40,000 a year went to the big mail order houses.

Nearly everybody on the rural routes has one or more catalogs from the mail order houses selling everything almost that might be thought of from a paper of pins to a fully equipped house.

No one knows what the mail order per capita amounts to. Some put it as low as \$30. Others say \$100 is nearer the true figure.

At \$30 a year per capita DeLand's contribution to mail order houses would aggregate \$360,000. Some may think this a high estimate. Personally I think it is far below the real figure.

Mail order house purchases are paid for in various ways:

- (1)—By the buyers' personal check.
- (2)—By postal money orders.
- (3)—By cashier's checks.
- (4)—By C. O. D. parcels post.

All purchases are strictly for cash. No hard luck story gets by here. Dad may slip up on a banana peel and fracture his leg. "Sorry to hear of your troubles, but our terms are strictly, etc."

Thousands of dollars are diverted every week from the tradesmen of Volusia County to the big mail order houses of Chicago and New York. This money is needed by the local merchants and should be kept here.

Dealing with the mail order houses is a spot cash transaction.

Dealing with the local tradesmen is often a long-time proposition as regards settlements.

Buy at home if you would have this section prosper.

## CHAMBER OF COMMERCE

DE LAND, FLORIDA.